

City of Newport Economic Opportunities Analysis

Technical Advisory Committee #1

Presented by:
ECONorthwest

December 15, 2011



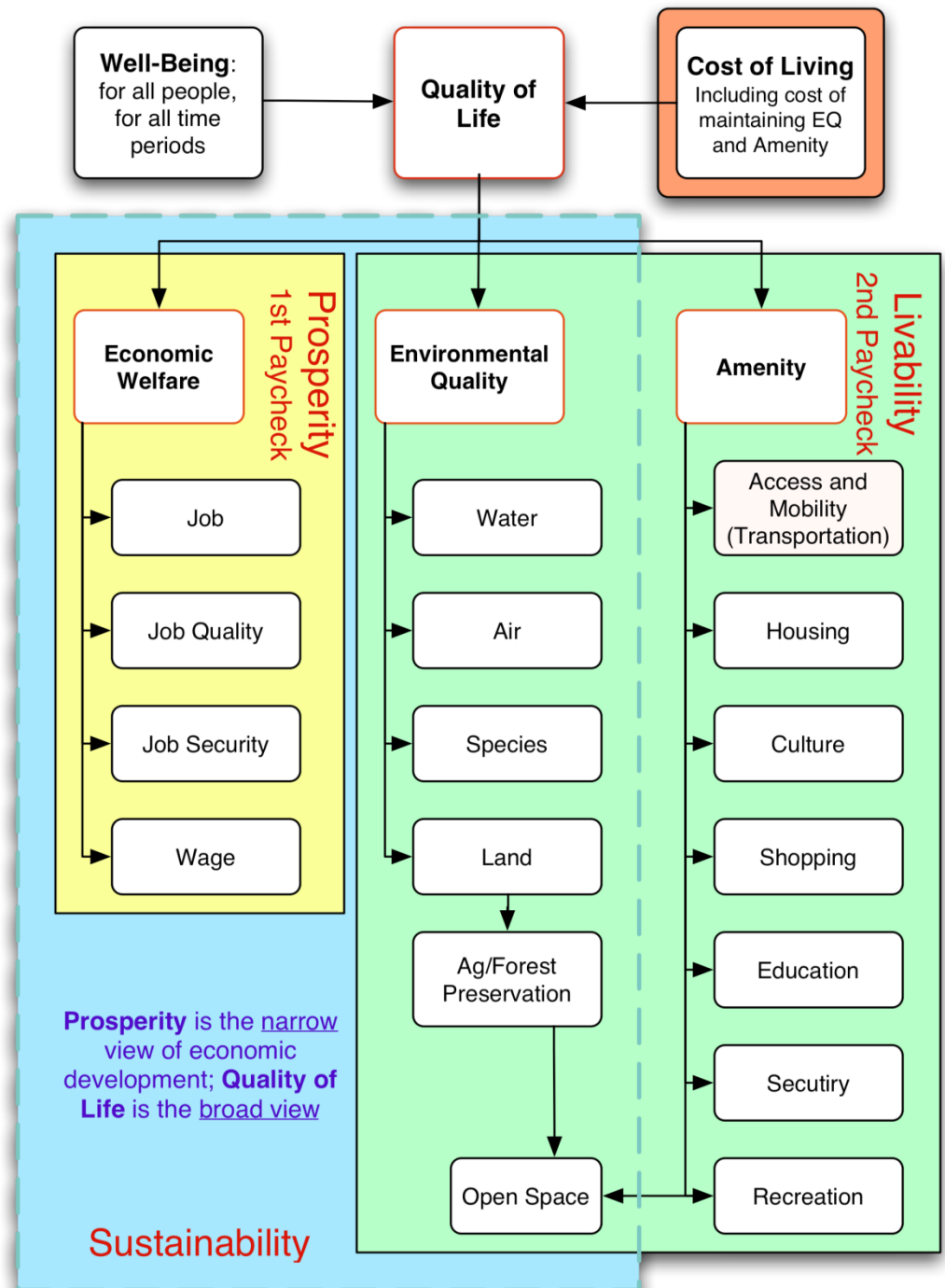
Agenda

- Introductions (10 minutes)
- Overview of the project (30 minutes)
 - Presentation by ECONorthwest
 - Role of the TAC
 - Q&A
- Discussion of process steps (20 min)
 - Background information and studies
- Preliminary SWOT analysis (60 minutes)
 - What are Newport's economic strengths, weaknesses, opportunities and threats?
 - How should various stakeholder organizations work to addresses economic issues and opportunities?
 - What outcomes do TAC members desire from the study?
- Next meeting?

Economic Development and Land Use Planning

The Broad View

- It is about prosperity (the first paycheck), and
- Livability (the second paycheck)



The Role of Public Policy

Categories of public policy and key factors they influence



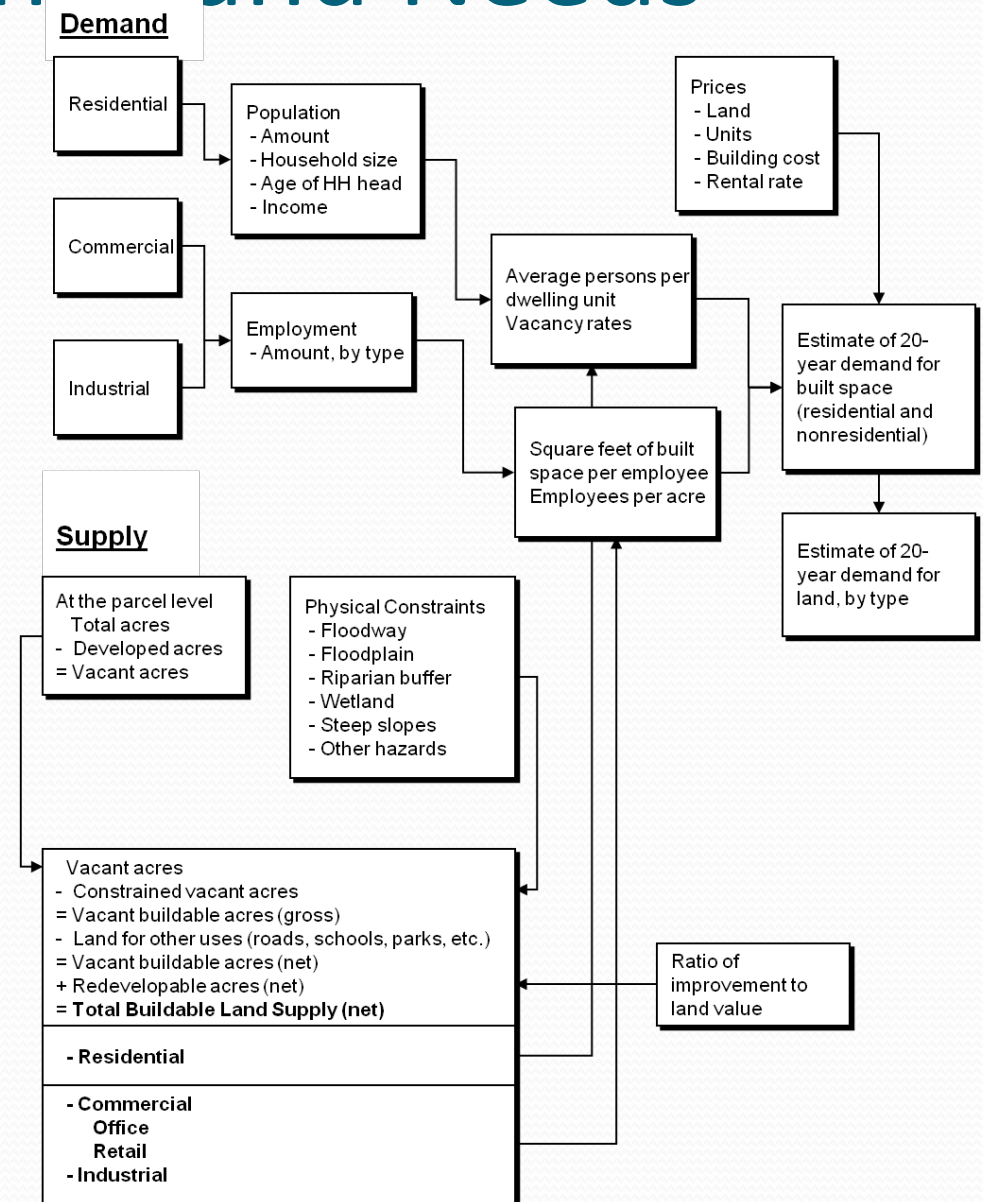


Building from Principles to Plan

- How much growth?
- How much land?
- Where is the buildable land?
 - Vacant; unconstrained physically or by policy
- What development patterns make sense?
- What are the impediments to properties being developed or redeveloped?
- How might those impediments be eliminated?

Components of the Land Needs Analysis

- *Demand* is a function of population and employment growth
- *Supply* is a function of land base



State Requirements

Why do an Economic Opportunities Analysis?

- Legal requirements - Goal 9 – Economy
 - Economic opportunities analysis
 - Industrial and commercial development policies
 - Designation of lands for commercial and industrial development
- Understand existing conditions and forecast future conditions to inform:
 - Economic development strategy
 - Land use policy
 - Coordination



Goal 9: Economy

To provide adequate opportunities throughout the state for a variety of economic activities vital to the health, welfare, and prosperity of Oregon's citizens



OAR 660-009: Economic Development

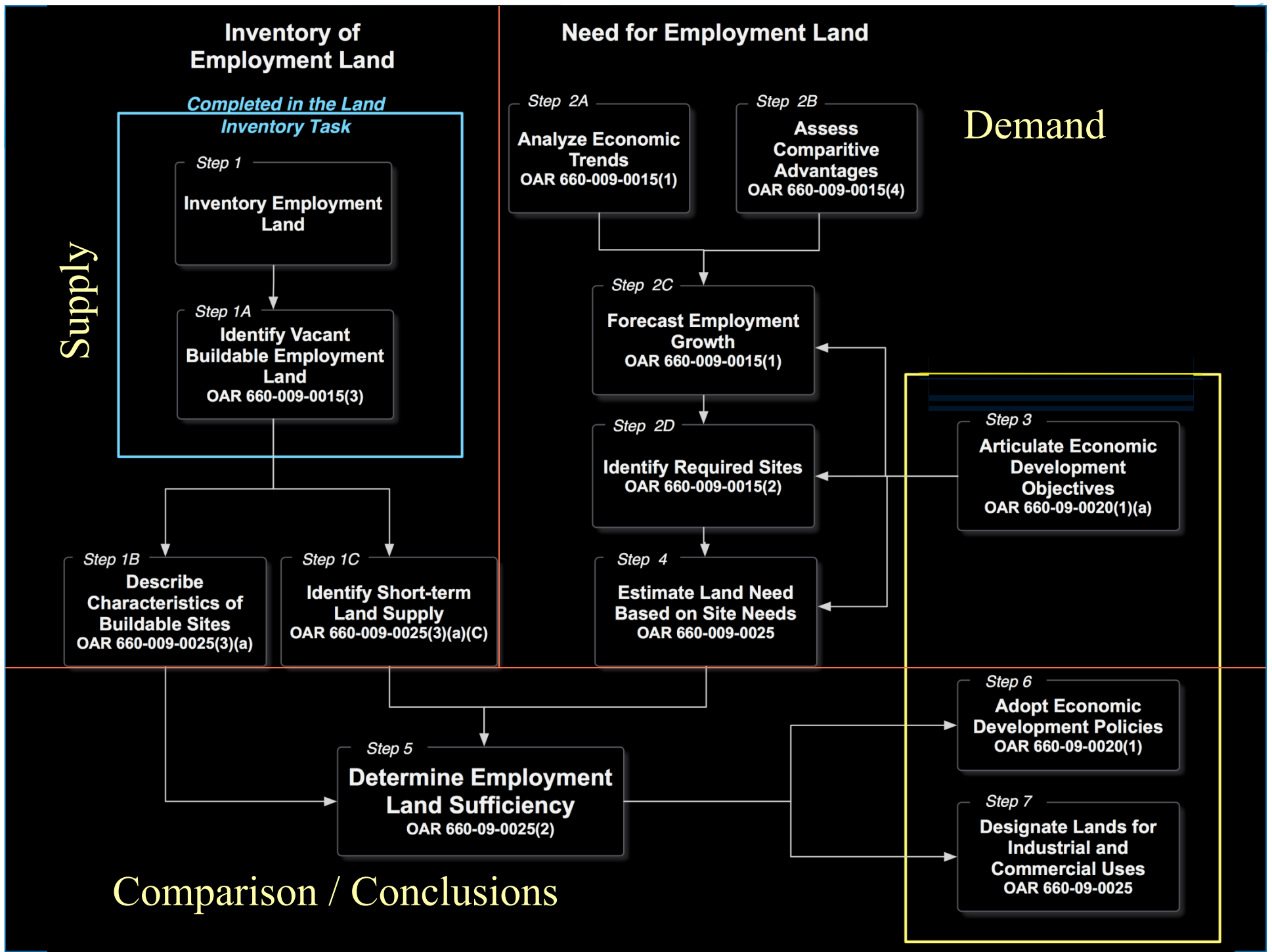
OAR 660-009 requires:

- Economic Opportunities Analysis (OAR 660-009-0015)
- Economic Development Objectives (OAR 660-009-0020)
- Designate lands for commercial and industrial uses (OAR 660-009-0025)
- Identify desired types of employment uses
- Determine their required site characteristics



What is the EOA about?

- Big picture:
 - Evaluate factors that affect Newport's economy
 - Forecast employment and land need: supply and demand for land
 - Identify site needs of target industries (existing or new)
 - Determine if Newport has enough of the right types of sites in the UGB
 - Develop concise summary of Newport's economic development objectives
 - Outline steps the city government can take to help the community achieve its economic development objectives



Work Program



Review of Background Materials

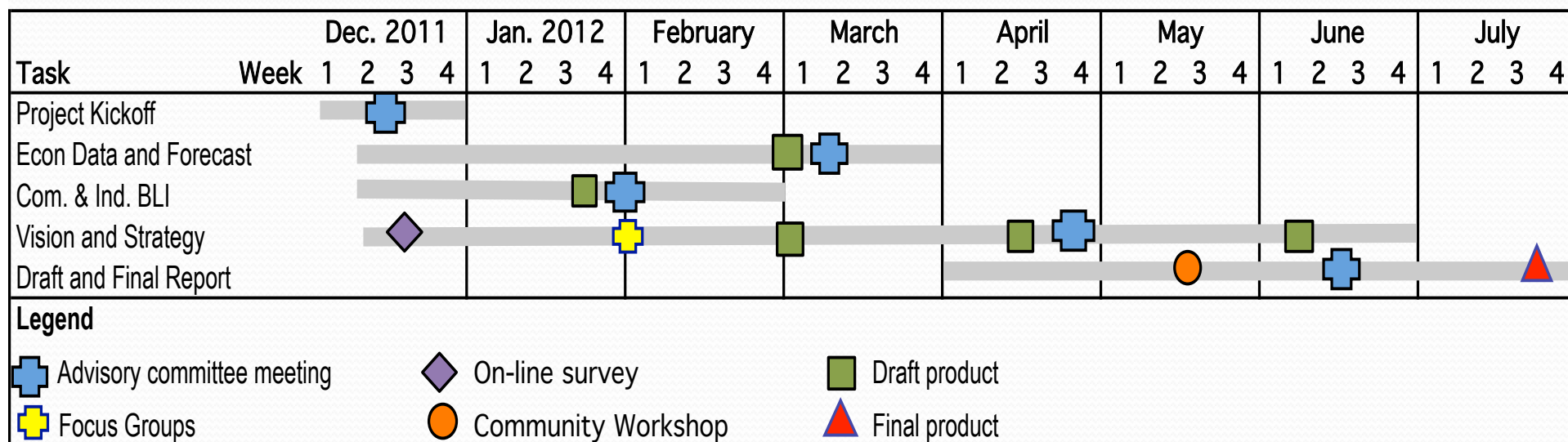
- Economic Section, Newport Comprehensive Plan
- Chamber Vision 2020
- Lincoln County Economic Development Strategies 2010-11
- Travel Impacts 1991-2010 (Runyan Rpt, May 2011)
- 2005 Newport Employment Lands Study
- South Beach Urban Renewal Plan
- YBEF Ocean Observing Strategic framework (2008)
- Newport Peninsula Urban design Plan (Glick Rpt, 1994)
- Others?



Work Program Overview

1. Project kick-off
2. Economic opportunities analysis
3. Commercial/industrial buildable lands analysis
4. Conclusions, recommendations, and implementation measures
5. Draft and final report

Project Schedule





TAC Schedule

- Meeting 1: Project Kick-off (Dec 14)
- Meeting 2: Economic development vision
- Meeting 3: BLI/Draft EOA
- Meeting 4: Policy implications and options
- Meeting 5: Implementation strategies

- Work program indicates project completion by July 30, 2012



Executive Summary

Chapter 1: Introduction

Background
Framework for economic development
planning in Oregon
Organization of this report

Chapter 2: Land Available for Industrial and Other Employment Uses

Definitions
Constraints
Results

Chapter 3: Economic Trends and Factors Affecting Future Economic Growth

Availability of Workforce
Changes in employment
Regional Business Activity
Junction City's Competitive Advantages

Chapter 4: Land Demand and Site Needs

Potential Growth industries
Site needs

Chapter 5: Implications

Comparison of land capacity and demand
Characteristics of needed sites
Implications

Appendix A: National, State, County, and Local Trends

Appendix B : Factors Affecting Future Economic Growth in Junction City

Appendix C : Employment Forecast and Site Needs for Industrial and other Employment Uses



Discussion

- What are Newport's economic strengths, weaknesses, opportunities and threats?
- How should various stakeholder organizations work to addresses economic issues and opportunities?
- What outcomes do TAC members desire from the study?